GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:4794
ANSWERED ON:15.12.2016
Marketing of Items under NRLM
Nagar Shri Rodmal

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Union Government proposes to formulate a scheme for marketing of items manufactured by women Self-Help Groups (SHGs) being constituted under National Rural Livelihoods Mission (NRLM);

(b) if so, the details thereof and the time frame for launching of the scheme; and

(c) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SHRI RAM KRIPAL YADAV)

(a) to (c): No, Sir. However, the Ministry of Rural Development provides central financial assistance to the states to the tune of Rs 35 lakh for non-metroplitan and Rs 40 lakh for metropolitan cities for organising SARAS Fairs where opportunity is provided to Rural Self-Help Groups (SHGs) to showcase and market their products. The target group under the scheme consists mainly of rural poor families.

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